



# 2020 CLICK IT OR TICKET **MEDIA BUY SUMMARY**

Updated September 14, 2020



# Table of Contents

---

Table of Contents.....	2
Overview.....	3
Campaign At-A-Glance .....	4
Key Plan Elements.....	5
Television .....	5
Radio .....	7
Digital .....	8
Detailed Campaign Breakdown.....	16
State-Level Media Extensions.....	18
Glossary .....	19

# Overview

---

The Click It or Ticket (CIOT) high visibility enforcement campaign seeks to change the behavior of young men who believe it is not necessary to wear their seat belt while driving by reminding them that it is illegal in most states and that they can get a ticket. Based on FARS data collected by NHTSA, the largest demographic involved in fatal crashes involving an unbelted person are men aged 18 to 34 years old. Using a mix of media platforms to reach the target is an effective way to inform and educate them on the dangers and consequences of their actions. According to the Nielsen Total Audience Report for Q1 2019, the 18- to 34-year-old demographic group increased the time they spend with all media from Q1 2018 by 6%, equaling just over half an hour of extra media consumption per day. Smartphone use makes up the largest increase, clocking in at just under an additional hour.

The following media buy summary uses a multi-channel, multi-touch point strategy to maximize the effectiveness of the advertising campaign. While incorporating digital and social media elements—as these are key platforms to reach the campaign target audience—the strategy also relies on the heavy reach potential of traditional television and radio, particularly as these mediums have expanded their access points and content options.

States may consider local investment to supplement the national plan to build frequency with the target audience during the advertising period. This can be accomplished by pursuing ad buys on local TV affiliates and networks; audio streaming opportunities (e.g., Pandora and Spotify); and geotargeted digital opportunities (e.g., via publisher sites that reach young men or via a programmatic digital effort at the local level that builds off of the national plan).

# Campaign At-a-Glance

## Flight Dates

Paid advertising will run starting Monday, November 9, 2020 through Sunday, November 29, 2020—a 21-day flight period.

Dates	11/9/2020 – 11/29/2020
Flight Duration	21 Days
Assets	No Good Excuse, Pausa (Spanish) Dinged (digital only)

## Campaign Budget

The total budget for the Click It or Ticket 2020 campaign is \$8,018,224.73. A breakdown of spend is outlined in the chart below. Approximately 14% of the total media budget will be allocated to the Hispanic target audience.

Click It or Ticket 2020 Campaign	Percent of Total
Television	34%
Radio	13%
Digital/Social	53%

## Target Audience

The primary target audience are men 18-34 years old. The secondary target audience are Hispanic men 18-34 years old.

## Geography

The campaign is national in scope.

# Key Plan Elements

---

## Television

### General Market: Television

#### ***ESPN***

The plan on ESPN networks and ABC Sports focuses on live sports and the studio program SportsCenter. Live sports will include college football and Monday Night Football (Jets vs. Patriots).

The total plan will deliver 11.7 million impressions.

#### ***NBC/NBCSN***

On NBC, NHTSA will run during an NFL in-game spot on Sunday night, November 22, 2020, along with the NFL studio show, "The NFL Today," that runs pre-game.

On NBCSN (NBC Sports Network), NHTSA will run during Premiere League soccer games.

The plan on these two networks will deliver more than 5.8 million impressions.

#### ***Turner Sports/Xander***

Xander reaches audiences at scale in premium content environments with addressable advertising. The budget put toward Xander focuses on NFL's Thursday Night Football with 3x spots in game.

This will deliver 912,000 impressions.

#### ***USA Network***

The plan on USA Network is using primarily WWE programming via WWE Raw and WWE NXT. This will be supported by an overnight schedule with a high composition of the target audience.

This plan will deliver just over 1.5 million impressions.

#### ***Audience Targeting***

Audience targeting is used to build reach against the target audience by using high target composition programming across a wide number of networks. This plan will use :15 and :30 second spots to reach the target audience.

The audience targeting plan will deliver nearly 5.1 million impressions.

## **Hispanic Market: Television**

### ***Azteca***

The plan on Azteca uses a variety of programs across the broadcast day. Liga SmartBank soccer games will be included on the weekend.

The plan with Azteca will generate nearly 1.1 million impressions.

### ***Estrella***

The plan on Estrella includes programming across many dayparts.

This plan will deliver 788,000 impressions.

### ***Univervo***

The plan with Univervo mirrors the NFL schedule on NBC. Coverage of Sunday Night Football is new for Univervo for the 2020 season.

Univervo will deliver 19,000 impressions.

### ***Univision***

Programming will run across the broadcast day with sports handled by the sports anthology program "Contacto Deportivo." NHTSA will also receive a custom segment in "Contacto Deportivo" developed by Univision and delivered by their on-air talent as added value.

This plan will deliver close to 2 million impressions.

## **Radio**

### **General Market: Radio**

#### ***Westwood One***

The plan on Westwood One uses terrestrial radio and podcasts to reach the target audience. Sports will make up a significant part of the plan that will include NCAA Football, NFL Football and CBS Sports.

The plan with Westwood One will deliver 94.6 million impressions over the flight. The podcast plan will deliver nearly 2.4 million impressions.

#### ***Added Value***

The Westwood One plan provides a number of added value opportunities, including placements on NFL Primetime and Sunday Doubleheaders, NCAA College Football, CBS Sports Radio, Free Beer & Hot Wings radio show and more.

#### ***Premiere (iHeartMedia)***

The plan with Premiere will use terrestrial radio and podcasts, including the "Stuff You Should Know" and the "Stuff to Blow Your Mind" podcasts.

The terrestrial radio plan will use programming that includes:

- ▶ Bobby Bones Countdown
- ▶ Breakfast Club
- ▶ John Boy & Billy
- ▶ Fox Sports
- ▶ Ben Maller Show

The terrestrial plan will deliver 31.3 million impressions, and the podcast plan will deliver almost 2.2 million impressions over the flight.

Premiere will also include a minimum of 10% added value.

#### ***Sun Broadcast***

The Sun Broadcast plan will deliver 14.3 million target impressions and 37 GRPs.

### **Hispanic Market: Radio**

#### ***Univision***

The majority of the plan will run on Univision's Platinum Network supported by the Latino Men's Network and the Gold Network. The plan will also include coverage of the North American and Liga Mexicana soccer leagues.

The plan on Univision will deliver over 10 million impressions.

## Digital

### **General Market: Publisher Direct**

#### ***WWE***

This plan will use premium video and display inventory alongside a WWE.com takeover. The takeovers are exclusive and include the WWE Raw section takeover and the WWE Smackdown section takeover. WWE is one of the leaders in YouTube content, attracting viewers who are fans along with those who have not recently viewed WWE content. About 12% of males 18-34 watch Raw, Smackdown and WWE YouTube, making the market size roughly 8.7 million.

In total, this plan will deliver 6.5 million impressions.

#### ***CBS Sports***

CBS Sports will be used to reach the younger male target audience consuming live sports. The mid-roll ads will play during NFL Live Stream on CBS Sports along with an added value CBS Sports mobile rotational which will deliver 1 million impressions.

The CBS plan will deliver 4.3 million impressions.

#### ***ESPN***

ESPN will run non-skippable video for college football and NFL. In addition to video, ESPN will run banners which appear prominently just under the site navigation, or within the content space.

In total, ESPN will deliver 4.8 million impressions.

#### ***Genius***

Genius is one of the fastest-growing voices in music and is the number one website for reaching U.S. adults aged 18-34 who look to artists for inspiration across the board. It has grown to become the top music media channel on YouTube, and NHTSA will have run-of-network and pre-roll placements on both the Genius site and the Genius YouTube page. Banners will run across the synced song page where users go to find lyrics of the songs they are listening to. Genius will also run targeted mobile banner ads to the target audience.

This plan will deliver a total of 9.9 million impressions.

### ***Fandom***

Fandom will run a rotational video takeover targeted to top trending communities in the 18-34 demographic, as well as rotational display media. With the premiere of the James Bond series movie "Quantum of Solace" occurring in the middle of the campaign flight, Fandom traffic should increase for those brushing up and consuming content related to the newest release of the franchise. NHTSA will leverage Fandom's knowledge of the franchise and 100% share-of-voice (SOV) of the article running surrounding the new release. This will also have an increased effect on other communities.

The Fandom 2020 Click It or Ticket plan includes 1.2 million added value impressions for a total of 8.7 million impressions delivered.

### ***UPROXX***

UPROXX serves a massive male 18-34 audience and the Click It or Ticket message will remind them to wear their seat belt 100% of the time. UPROXX's YouTube page will serve pre-roll ads on the Festival Playlist as well as serve takeovers with 100% SOV. For the takeovers, the user will receive a high-impact music section takeover during the campaign. All takeovers will feature UPROXX's top-performing billboard unit. With this billboard unit, NHTSA will serve a :30 video, driving views amongst the biggest music fans. Additionally, NHTSA will have pre-roll ads that will play in front of the most in-demand artists of the moment.

In total, 4.3 million impressions will be delivered amongst all tactics throughout the duration of the campaign.

### ***Twitch***

Twitch is the fastest growing and one of the largest platforms for e-gaming and will be used to reach those with an affinity to gaming and esports. Users spend an average of 95 minutes on Twitch; it is the third most-consumed video platform after Netflix and YouTube. The plan will use non-skip premium cross device live video that is woven directly into broadcasts.

The plan with Twitch will deliver 3 million impressions to the target audience.

### ***Bleacher Report***

Bleacher Report will be used to deliver everywhere content that allows brand exposure across the league sections.

This plan will deliver a total of 6.5 million impressions.

## **General Market: Streaming Audio/Podcasts**

### ***Pandora***

Pandora's plan will use Mobile Audio and Connected Car to reach adults 18-34 years old skewing male.

Mobile Audio will have NHTSA's audio spot play between songs. These ads will reach users when they are a captive audience while driving or being active throughout the day, delivering the Click It or Ticket message at an opportune moment on the mobile device that they use frequently. Ads served to the target audience include audio messages and a clickable 300x250 companion (display) banner that the user will see when their phone is unlocked, and they are engaging with the app.

Connected Car allows NHTSA to deliver the Click It or Ticket message to those who are using apps that are built into the infotainment systems of their vehicle, serving the ad to those who are driving.

In total, Pandora will deliver 14.8 million impressions.

### ***Spotify***

Spotify's plan uses Mobile Audio and In-Car Audio to reach adults 18-34 years old skewing male.

Mobile Audio will have NHTSA's audio spot played between songs. The plan on Spotify will use Audio Everywhere supported by a no-charge 640x640 banner unit. The Audio Everywhere package (audio and banner) allows NHTSA to reach the target audience on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions, ensuring that NHTSA will achieve 100% SOV. In addition to the audio spot, NHTSA will take ownership of a clickable companion display unit that allows traffic to go to the desired destination.

In-Car Audio has targeting capabilities to reach drivers through their In-Car Everywhere technology when using the Spotify app. This targeting is utilizing the phone's GPS and accelerometers to determine when the user is driving. Once it is determined they are driving, the Click It or Ticket message will play to users in the target demographic ensuring they are hearing the NHTSA message at the optimal time: when they are driving. An estimated 44% of Spotify users connect their phones either through Bluetooth or through the car's interface to listen to music while driving.

In total, Spotify will deliver 11.9 million impressions.

### ***Podcasts***

Podcasts have exploded in popularity, providing another avenue to reach the target audience with audio assets. Podcasts overall skew male and shows will be selected based on a high concentration of male audience.

The plan will also include a collection of podcasts to reach the target audience, including: Conan O'Brien Needs a Friend, The Bill Simmons Podcast, Spittin' Chiclets, Starting 9, Mickstape, Art of Manliness, Comedy Bang, Dunc'd On Basketball Podcast, FACTUALLY! with Adam Conover, Fairway Rollin', Get Rich Nick, Giant Beastcast, Giant Bombcast, Hello from the Magic Tavern, Hollywood Handbook, How Did This Get Played?, Inside Conan: An Important Hollywood Podcast, Larry Wilmore: Black on the Air, Neebs Cast, Off Book, Ringer Dish – The Press Box, Spanish Aquí Presents, The Big Picture, The Dave Chang Show, The J.J. Redick Podcast, The Masked Man Show, The MeatEater Podcast with Steven Rinella, The Rewatchables, The Ringer NBA Show, The Ringer NFL Show, The Ryen Russillo Show, The Three Questions with Andy Richter, The Watch, Timesuck With Dan Cummins, Unspooled and Winging It.

This will result in over 12.8 million impressions.

### **General Market: Digital Video**

#### ***The Trade Desk***

The Trade Desk online video (OLV) will run programmatically to reach the target audience across all sites they are consuming to increase NHTSA's reach and frequency. OLV will be mobile heavy to reach the target audience on the device they use the most. Utilizing The Trade Desk for OLV, connected TV and display will provide full transparency into the buy and allow us to apply real-time optimizations; it also will allow frequency to be controlled to reduce waste and increase reach by achieving an efficient frequency around 6-8 across all tactics.

Through The Trade Desk OLV, a total of 10.6 million impressions will be delivered to the target audience.

#### ***YouTube***

YouTube videos are bought on a CPCV basis, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps get the Click It or Ticket message to users at a higher frequency but does not incur costs for those who skip the videos.

This will deliver more than 4.5 million completed views.

### **General Market: Over-the-Top/Connected Television (OTT/CTV)**

With SambaTV, NHTSA will utilize automatic content recognition (ACR). ACR is a technology that scans TV viewers' smart TVs, analyzes the content being displayed, and ties that content to all devices. With this technology, NHTSA can retarget those who have seen the ads, and also create an audience of those who have not seen the ad to increase reach. With its technology, SambaTV can determine those who are cord-cutters or cord-nevers and target them to increase incremental reach and frequency.

Using NBC Universal Live Streaming, NHTSA will have a SOV during the NHL playoffs, targeting male sports fans 18-34.

The plan will also use Hulu, which includes not only video spots, but also premium slates promoting NHTSA's message when a user selects a program.

Finally, video will be served through The Trade Desk across all ad-supported video content viewers within the target audience that may be watching.

The OTT/CTV plan will deliver over 20 million impressions.

### **General Market: Display**

#### ***Waze***

Waze users use the app twice a week, with 60% using Waze within a 12-mile radius of their home and 77% driving 20 miles or fewer, with 50% using the app for familiar destinations to save time. With mobile being the final touchpoint, Waze will be utilizing high-impact, zero-speed takeovers to reach the target audience in their vehicle. These ads only populate on the map once the user is at a complete stop.

Waze will deliver 3.5 million impressions.

#### ***The Trade Desk***

The Trade Desk will be leveraged to increase reach and frequency at scale. Display banners will be served to the target demographic through The Trade Desk for potential CPM savings, and full transparency into programmatic buys. This also allows control over the frequency across channels run in the platform. The targeting for programmatic display will include adult males 18-34 who own a vehicle and will be mobile only, as that is the device the demographic uses most frequently and is the last touchpoint before getting into a car.

The Trade Desk programmatic display will deliver more than 39 million impressions.

### ***Undertone***

Undertone performed well during the 2019 Click It or Ticket campaign with 6.8 frequency and 80% viewability, which is well above the general network awareness benchmarks. In 2020, similar tactics will be used to leverage high-impact units to increase awareness and reception to the Click It or Ticket message. High-impact units will include:

- ▶ **Page Grabber:** A cross-screen, full-page format that can house video content or display images
- ▶ **Expandable Adhesion:** A smartphone-only unit that expands from a 320x50 to full screen and delivers additional messages or consequences of not wearing a seat belt
- ▶ **Brand Reveal:** A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with highly viewable display or video integration

The above high-impact units will deliver a total of 18.3 million impressions throughout the campaign.

### **General Market: Paid Social**

NHTSA will leverage Facebook, Instagram and Twitter, driving awareness and message retention through video views across the selected platforms. ThruPlays will be used as the primary indicator of campaign performance on Facebook and Instagram. Twitter will optimize toward two-second video views. Reach and impressions will be used as secondary indications of performance.

The total paid social media budget for the Click It or Ticket campaign will be allocated among the three platforms, with the majority focused on Facebook and Instagram at 85% of the total budget, while 15% will be allocated to Twitter based on platform performance.

The general market paid social media plan will generate an estimated 56.8 million impressions, including approximately 13.6 million ThruPlays and 14.3 million in unique reach.

### **Hispanic Market: Publisher Direct**

#### ***Prisa***

Prisa is the premiere media group in Spanish-speaking markets and will be used solely to reach the Hispanic target audience through the following tactics:

- ▶ **Homepage Takeover** will be implemented on the cover of AS.com around key soccer matches during the time of the campaign to give maximum visibility to our brand. NHTSA will have 100% SOV on AS.com and ESPAIS.com homepages on key dates.
- ▶ **Mobile Display** units will run across the Mobvious network of Hispanic sites and use Prisa's first-party data to ensure ads are reaching those who are Hispanic and Spanish-language preferred.

- ▶ **Pre-Roll with Haptics** is made to bring the power of touch to mobile ads by having the audience feel experiences before the video is played. The ad will promote the NHTSA Click It or Ticket message and take the consumer through engaging, immersive mobile ad and brand experiences, which perform better on key metrics such as brand awareness.
- ▶ **Rich Media** units will allow NHTSA to interact with end users through banner technology and get the best engagement rates across all the media units.
- ▶ **Audio Streaming** ads will run on Prisa's streaming radio stations with more than 40 million listeners per month.

The plan with Prisa will deliver 8.6 million impressions to the Hispanic target audience.

### **Hispanic Market: Streaming Audio/Podcasts**

#### ***Pandora***

The Hispanic plan with Pandora will also make use of Mobile Audio. As with the general market plan, the ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and are engaging with the app, not while driving.

This plan will deliver 5 million impressions to the Hispanic audience.

#### ***Spotify***

The Hispanic plan with Spotify will also make use of Mobile Audio, In-Car Audio and podcasts.

This will result in 3.1 million Hispanic impressions.

### **Hispanic Market: Digital Video**

#### ***Upwardly Group***

Upwardly will have a heavy focus on sports lovers, developing a finely tuned whitelist of sports sites that are popular amongst Hispanic males in the target audience.

Through targeted video assets, Upwardly will deliver a total of 3.2 million Hispanic impressions.

#### ***YouTube***

As with the general market plan, YouTube videos are bought on a CPCV basis, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps get the Click It or Ticket message to users at a higher frequency but does not incur costs for those who skip the videos.

It will deliver a total of 1.2 million completed views for the Hispanic target audience.

### ***Hulu***

Hulu will be used for its CTV inventory and provide increased incremental reach to the Hispanic target audience using streaming TV offerings, or full episode players.

It will deliver 1.6 million Hispanic impressions.

### **Hispanic Market: Display**

#### ***Upwardly Group***

Upwardly will serve the Hispanic audience by providing data-driven solutions with access to some of the most exclusive content-consuming audiences across desktop, mobile and social platforms.

In total, Upwardly will deliver 10 million Hispanic impressions.

### ***Waze***

Waze will utilize high-impact, zero-speed takeovers to reach the target audience in their vehicle. These ads only populate on the map once the user is at a complete stop.

The plan with Waze will deliver 400,000 impressions to the Hispanic target audience.

### **Hispanic Market: Paid Social**

As with the general market plan, paid social for the Hispanic market will be used to drive awareness and message retention of the Click It or Ticket message by leveraging the video objective on Facebook, Instagram and Twitter.

The Hispanic market plan will generate an estimated 9.3 million impressions, including 2.2 million ThruPlays and 2.3 million in unique reach.

# Detailed Campaign Breakdown

Channel	Tactic/Partner	Target Impressions
<b>TV</b>		<b>Total: 28,992,556</b>
	ESPN	11,726,000
	NBC	5,845,000
	Turner Sports via Xander	912,000
	USA	1,534,000
	Audience Targeting	5,095,556
	Azteca	1,076,000
	Estrella	788,000
	Universo	19,000
	Univision	1,997,000
<b>Radio</b>		<b>Total: 150,583,800</b>
	Westwood One	94,647,400
	Premiere	31,264,300
	Sun Broadcast Group	14,312,100
	Univision	10,360,000
<b>Digital (Direct)</b>		<b>Total: 60,118,401</b>
	WWE	6,459,375
	CBS Sports	7,714,285
	ESPN	4,843,556
	Genius	9,917,187
	Fandom	8,700,000
	UPROXX	4,303,161
	Twitch	3,030,303
	Bleacher Report	6,545,455
	Prisa	8,605,079
<b>Connected TV (CTV)</b>		<b>Total: 21,711,679</b>
	Hulu	3,488,372
	The Trade Desk – Open Exchange	6,414,474
	The Trade Desk – Impaired Driving Carryover	76,812
	NBC Universal	2,004,400
	SambaTV	8,060,954
	Hulu en Espanol	1,666,667
<b>Online Video (OLV)</b>		<b>Total: 19,616,667</b>
	The Trade Desk – Open Exchange	10,666,667
	YouTube	4,500,000
	YouTube (Spanish)	1,250,000
	Upwardly – Open Exchange & PMP (Spanish)	3,200,000

Channel	Tactic/Partner	Target Impressions
<b>Streaming Audio/Podcast</b>		<b>Total: 47,602,894</b>
	Pandora (General Market)	14,814,815
	Spotify (General Market)	11,853,498
	Pandora (Spanish)	5,000,000
	Spotify (Spanish)	3,071,581
	Barstool (General Market)	4,328,000
	Midroll (General Market)	8,535,000
<b>Programmatic Display</b>		<b>Total: 71,260,008</b>
	Undertone (High Impact)	18,296,552
	The Trade Desk	39,063,456
	Waze	3,500,000
	Waze en Espanol	400,000
	Upwardly – Open Exchange & PMP (Spanish)	10,000,000
<b>Social – Facebook, Instagram, Twitter</b>		<b>Total: 66,170,726</b>
	General Market	56,803,067
	Hispanic Market	9,367,659
<b>GRAND TOTAL</b>		<b>466,056,731</b>

# State-Level Media Extensions

---

The state level plans can execute a number of strategies to build upon the base paid media reach provided in the national plan.

## **TV**

The national plan will use programmatic, audience targeting and OTT/CTV to reach the target audience with entertainment, non-sports programming. This will run on appropriate cable networks and will cover a large number of the target audience. In addition to this will be sports executions, especially with ESPN and Turner Sports.

This allows the states to use local affiliates and networks the national plan will not use for the general market plans to place their local buys on appropriate dayparts and programming.

The national plan will run approximately a total of 100 GRPs across the three-week flight which allows for additional GRPs/impressions from state-level efforts.

## **Radio**

The national radio plan strives to deliver 100 GRPs per week throughout the flight. With this heavy level of radio, the states may want to consider using their local media dollars toward audio streaming opportunities, such as Pandora and Spotify, and extended reach potential partners such as SoundCloud, TuneIn and Radio.com.

## **Digital**

Digital opportunities offer sufficient inventory for states to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing the many publisher sites that are created to reach young men or engaging a programmatic digital effort at the local market level that will build off of the national plan and expose the Click It or Ticket message onto a number of other sites to increase reach and frequency.

# Glossary

---

## Television

**Linear TV:** Television service where the scheduled program must be watched at a specific time and on a specific television channel.

**Programmatic TV:** A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

**Synced:** Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices and tablets; display ads; ads seen on social media or search marketing.

**Connected TV (CTV):** Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular television content.

**Over-the-Top (OTT):** A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel television and broadcast television platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

**TV Everywhere:** A feature of broadcast television services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription, you can download the ESPN Watch app and watch ESPN programming on your computer, tablet or phone everywhere.

## Radio

**Terrestrial:** Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

**Audio Streaming:** Delivering real-time audio through a network connection.

## Digital

**Second Screen:** A mobile device used while watching television, especially to access supplementary content or applications.

**Programmatic Digital:** Automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer within a specific context.

**TrueView:** A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

## General

**Gross Rating Point (GRP):** A standard unit of measure for media planning and buying that calculates the aggregate total of ratings against a target audience, mathematically calculated as  $\text{Reach} \times \text{Frequency}$ .

For example, a TV program that has a 2 rating against men 18-34 will reach 2% of all men 18-34 in the measured market. If this program is purchased two times (Frequency) the resulting GRPs will be 4.

**Flight:** Advertising timing strategy where ads or commercials are run during a period of time (called a flight). The higher the weight of the advertising, the more often it is seen.

**Reach:** The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

**Frequency:** The number of times you touch each person with your message.

**Audience Targeting:** Using data points to target specific segments of the population based on their demographics, interests and behaviors.

**Native Advertising:** A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.